

CBCS SEMESTER SYSTEM
BA JOURNALISM AND MASS COMMUNICATION
Semester -V (Paper-5)
Public Relations and Corporate Communication

Unit-1

Definitions – nature – scope- Evolution of PR in India – publicity – propaganda - Dynamic role of PR in public affairs – PR management– structure – PR policy – Four steps of PR - Methods of PR – Press relations – House journals- Periodicals – Books and other publications

Unit- 2

PR for central government –State government – Local bodies – Private Organizations – Employees relations Professional organizations of PR PRSI, PASA, IPRA, BPRA – A brief survey of PR in India – techniques – evaluation – recent trends.

Unit 3

Corporate Communication-Types - Marketing communications-Organizational communications- Definition-Tools of corporate communication-Visual identity systems-Integrated marketing communications-Coordinating teams- Communication planning system-The communication agenda to build reputation.

Unit 4

Communication to Reputation- Brand, image, - The value of a good reputation- The influence of psychology, economics, strategic management, sociology, organizational science - Linking corporate communication to reputation- Defining identity- Corporate Identity

Unit 5

Communicating with the corporate Brand-The drivers of corporate branding-Strategy drivers-Organizational drivers- Employee drivers- Value drivers-Generating value from the corporate brand-Organizational associations-Typologies of corporate brands.

Reference books:

1. Cutllip& Centre. (2005). Effective public relations, New Delhi: Pearson.
2. J V Vilanilam (2011). Public Relations in India. New Delhi: Sage.
3. Alison Thaker. (2004). The Public Relations Handbook. London: Routledge.
4. J V Vilanilam. (2005). Mass Communication in India. New Delhi; Sage.
5. Cees B.M. van Riel and Charles J Fombrun . Essentials of Corporate Communication: Implementing practicals for effective reputation management. Routledge. 2007
6. J Jaiswamy (2011). Corporate Communication, New Delhi: Oxford University.

CBCS SEMESTER SYSTEM
BA JOURNALISM AND MASS COMMUNICATION
Semester -V (Paper-6)
Media Laws and Ethics

Unit 1

Indian Constitution : The significance of the constitution and Preamble - Fundamental Rights and Directive Principle of State Policy- Nature of Judiciary.

Unit 2

Article 19 (1) (A): Meaning, scope and importance of Article 19 (1) (A)- New Dimensions of Freedom of Speech and Expression - Important cases on Freedom of Speech and Expression-- Judgments of landmark cases - Freedom of Press and Right to Information.

Unit 3

Press Commissions: First press commission- Second press commission - Indian Working Journalist Movement and Wage Boards - Press council:History of Press Council of India- Composition of Press Council- Functions of Press Council.

Unit 4

Advertising policy of print media - Contempt of Court – Defamation - The Official Secrets Act, 1923- Books and Registration of Newspaper Act, 1956 Working Journalists Act, 1955

Unit - 5

Media and Ethics - Media Issues in India - accuracy-fairness-completeness- Journalism and objectivity- the influence of news values- objectivity in practice- redefining objectivity - use of language – Code of Conduct in Various Media – Ethical issues in Media – Social Responsibility of the Media Person.

Reference Books:

1. Reports of **Information** and Broadcasting Ministry: First press commission Report, Vol I & II.
2. Second press Commission Report Vol I & II.
3. VanitaKohli (2006) The Indian media Business: New Delhi. Sage.
4. B.N. Pandey, Indian Constitution: Central Law Publications
5. D. D. Basu, Introduction to Indian Constitution
6. D. D, Basu, (1996) Law of the Press Third Edition, Prentice Hall of India Private Limited, New Delhi